

# The Cartoon IP Image Design and Management Strategies for Guilin Cultural Tourism Brands in China

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## Abstract

The objectives of this study are to: (1) Explore and study the method of cartoon intellectual property image design of Guilin cultural tourism brand. (2) Collect and analyze the case data of the image design of the cultural and tourism brand, formulate the management policy and evaluation index system of the IP image design, and form the methodology of the design management strategy. (3) Build the mode and management mechanism of "IP image of cultural tourism brand drives the sustainable development of tourism industry". In this globalization and digital era, creating the cartoon IP image of cultural tourism brand has become a major focus in the cultural tourism industry (the intellectual property rights of cartoon image is IP for short). It refers to in the field of tourism and culture, through creativity and design to build a unique cultural characteristics and commercial value of the cartoon brand image. This process not only involves the visual design, but also includes the brand story, cultural connotation of mining and communication, etc., this paper aims to explore the text brigade brand intellectual property cartoon image design concept, characteristics, design elements and influencing factors, reveals the cultural heritage, brand building and the important role of user experience, for text brigade brand intellectual property card through image design to provide theoretical support and practical guidance, so as to promote the sustainable development of cultural tourism industry.

**Keywords:** Cartoon IP Image Design, Management Strategies, Guilin Cultural, Tourism Brands, China

## Introduction

Cartoon IP refers to the "intellectual property rights of cartoon characters". It usually involves cartoon characters with unique personality, appearance and story background that are registered as trademarks or copyrighted works and used for commercial development and brand building. In recent years, cartoon IP image, as an emerging cultural product, has become an important means of brand marketing and cultural communication with its unique artistic charm and wide audience base. Through the design and promotion of cartoon IP image, the recognition degree and influence of cultural and tourism brands can be enhanced, and then, the market competitiveness of tourism products can be promoted. In this context, it is of great practical significance to study the cartoon IP image design and management strategy of Guilin cultural tourism brand to enhance the market competitiveness and cultural value of Guilin cultural tourism brand.

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\* Received: December 2 2024; Revised: December 11 2024; Accepted: December 13 2024

This study aims to explore how to build the unique image of Guilin cultural tourism brand through cartoon IP image design, and how to realize the long-term development and maximum commercial value of cartoon IP image through effective management strategies. The research will systematically analyze the strategy and path of cartoon IP image design management of Guilin cultural tourism brand from multiple dimensions such as brand building, image design, marketing, and intellectual property protection.

Through this study, we expect to provide theoretical guidance and practical reference for the construction of cultural tourism brand in Guilin and even other regions, promote the innovative development of cultural tourism industry, and inject new vitality into the sustained growth of local economy. In the background of the rapid development of global tourism, the IP design of cultural tourism brand has become an important bridge connecting culture and tourism. Excellent cultural and tourism brand IP can not only enhance the attractiveness of tourist destinations, but also promote the inheritance and innovation of culture, and thus promote the development of regional economy. Therefore, it is of great significance to deeply study the strategy and effect of cultural tourism brand IP design to enhance the international competitiveness of Chinas cultural tourism industry.

## **Brand Definition**

A brand is a combination of name, term, design, symbol, pattern, or any other feature used to identify the product or service of a seller and distinguish it from a rival product or service. Brand carries a certain commitment and guarantee, it can provide consumers with trust and quality assurance.

In todays diversified and information explosion market environment, a distinct and deep brand concept is the key to the success of an enterprise. It requires enterprises to dig deep into their own core values and culture, clarify the brand positioning and target audience, and on this basis, through the integration of creativity and strategy, to deliver consistent and continuous brand information to the outside world. Although this process is full of challenges, it is also the most critical and creative part of brand building. It has inestimable value for building brand image, building brand advantages and realizing long-term development.

Brand elements:

1. Brand Name (Brand Name) A brand name is a part of the brand that can be expressed orally, such as "Coca-Cola" or "Disney". A good brand name should be easy to remember, pronounce, and convey, and be unique.
2. Brand logo (Brand Mark) A brand logo is a visual element of a brand, including logos, symbols or patterns, such as the Apple Apple shape logo or McDonalds gold arch.
3. Brand slogan (Slogan) A Brand slogan is a short statement in which a brand conveys its value proposition and brand commitment, such as Nikes "Just Do It".
4. Brand Personality (Brand Personality) Brand personality is a human trait expressed by a brand, such as friendliness, reliability, youth, or luxury. Brand personality helps to build the emotional connection between consumers and the brand.
5. Brand Story (Brand Story) A Brand story is a narrative of the history, origin, mission and vision of a brand, which helps consumers understand the core value of a brand and the meaning of its existence.
6. Brand Value (Brand Value) Brand value is the value of a brand in the eyes of consumers, including functional interests, emotional interests and social interests.

7. Brand Experience (Brand Experience) Brand experience is the overall feeling of consumers when contacting and interacting with the brand, including product quality, customer service, purchase environment, etc.

8. Brand Loyalty (Brand Loyalty) Brand loyalty refers to consumers preference for the brand and repeated purchases, which is an important part of the brand equity.

9. Brand Consistency (Brand Consistency) Brand consistency refers to the consistency of the information and image conveyed by the brand at all points of contact, including vision, language, and behavior.

10. Brand equity (Brand Equity) Brand equity is the economic value brought by a brand, including brand awareness, brand loyalty, brand association and other exclusive assets of the brand.

The theory of brand management originated in the 1950s and gradually matured with the development of marketing. Kapferer (2012) proposed that brand as a symbol system, its management should go beyond the traditional products and market, involving the construction of brand personality, brand culture and brand relationship.

In the field of cultural tourism, brand management is particularly important, because tourism brands not only represent the image of a place, but also carry rich cultural values and historical traditions. Through effective brand management, it can enhance the attraction of the destination, enhance the tourism experience of tourists, and promote the development of local economy and culture.

## **Definition of cultural tourism**

Cultural tourism refers to the travel activities that people undertake to explore, experience and enjoy different cultural heritages, arts, beliefs and lifestyles. It covers visits to historical sites, art works, religious rituals, folk customs, traditional crafts, and other forms of cultural expression (Richards, 2002). Cultural tourism not only gives tourists the opportunity to learn more about other cultures, but also promotes the sustainable development of the local economy and culture.

The core of cultural tourism lies in the cultural exchange and experience. Different from traditional sightseeing tourism, cultural tourism pays more attention to in-depth experience and cultural interaction, aiming to let tourists gain an in-depth understanding and understanding of the destination culture through participation and experience (McKercher & Du Cros, 2002). In addition, cultural tourism is seen as a soft power that can promote cultural exchanges between countries and enhance cultural identity and cultural pride.

## **Strategies of cultural value mining**

1. In-depth exploration and inheritance: in-depth research and exploration of local cultural resources, including history, tradition, folk customs, art, etc. These resources are the core of cultural tourism IP and can provide tourists with unique cultural experience.

2. Innovative presentation form: cultural resources are presented in innovative ways, such as using modern scientific and technological means to create interactive experience projects, or integrating cultural elements into tourism products, to enhance the sense of participation and experience of tourists.

3. Market demand attention: In the process of building cultural tourism IP, it is necessary to pay close attention to the market dynamics and the demand of tourists, and understand the interest points and consumption habits of tourists through market research and data analysis, so as to develop targeted cultural tourism products that meet the market demand.



### 甲天侠IP的文化符号

This is JTX

这才是桂林真正的超级符号，只要是使用这些元素宣传，都将成为甲天侠品牌的文化输出。

**Picture 1:** Guilin cultural tourism brand IP tianxia JTX cultural matrix source of Guilin  
Lijiang River boatman  
**Source:** Author Design

## Definition of brand IP image

The cartoon IP of a brand, namely the cartoon image intellectual property rights (Intellectual Property) of a brand, refers to the brand built based on the specific intellectual property content. A brand with a cartoon IP image refers to those brands that use the cartoonized characters, images, or symbols as its brand logo, publicity core, or product endorsement. These cartoon characters usually have distinctive design, distinct personality and fascinating story background, which can effectively establish emotional connection with consumers and enhance the recognition and memory of the brand. Cartoon IP image brand can be applied to a variety of fields, including entertainment, fashion, food, toys, cultural travel and so on.

Here are several key features of a brand with cartoon IP images:

**Uniqueness:** Cartoon IP image needs to have a unique appearance and personality to make it stand out from many brands.

**Recognition:** Cartoon images should be easy to identify, so that consumers can quickly connect the image with the brand.

**Emotional connection:** Cartoon images are often designed to be friendly and lovely, which can stimulate the emotional response of consumers and establish brand loyalty.

**Story nature:** Many cartoon IP characters have stories behind them, and these stories increase the depth of the image and make the brand image more rich and interesting.

**Cross-media communication:** Cartoon IP images can easily cross different media and platforms, such as TV, movies, Internet, commodities, theme parks, etc.

**Commercial malleability:** Cartoon IP images can be used in the development of derivative products, such as toys, clothing, food, household goods, etc., to bring additional revenue sources for the brand.

**Legal protection:** Cartoon IP images are usually protected by copyright law to ensure that the brands intellectual property rights are not infringed.

**Cultural resonance:** The design of cartoon images often incorporates cultural elements and resonates with the cultural background of the target market.

**Flexibility:** Cartoon IP image can be adjusted and updated according to market trends and consumer demand to maintain the modernity and relevance of the brand.

**Marketing tool:** Cartoon IP image can be used as an effective marketing tool for advertising, social media promotion, public relations activities, etc.

Examples of brands with cartoon IP images include:

**Disney:** There are many classic cartoon characters, such as Mickey Mouse and Donald Duck, which are not only used in animated films, but also in Disneyland, commodities, games and other fields.

**Katie Cat (Hello Kitty):** A cartoon cat without a mouth that is used in a wide range of merchandise and marketing campaigns.

**Angry Birds:** Originally a mobile game, it developed into a global brand with various derivatives and animated films.

**SpongeBob Squarepants:** A popular cartoon, toys, clothes and other merchandise.

**LINE FRIENDS:** Represented by cartoon characters such as Brown Bear and Sally Chicken, it started through social media memes and developed into a popular brand covering a variety of products and coffee shops.

These brands have successfully established a strong brand influence and market competitiveness through the appeal and wide application of their cartoon IP images.

## **Intellectual property rights of brand IP**

The relationship between brand trademarks and intellectual property rights (IP) constitutes a core part of brand identity and brand equity. A trademark is often seen as an intellectual property, the identity of a brand to distinguish its own products and services from those of others. In today's era when content is king, IP extends to a broader range of concepts, including but not limited to literature, movies, TV shows, animation, games and other original content and images. These content and images themselves can also become an important tool for brand recognition and communication.

## **Analysis of the relationship between brand trademark and IP image**

**Brand enhancement:** the combination of trademark and IP, can strengthen the brand image and market positioning. Through the introduction of well-known IP, the brand can quickly improve the brand awareness with the help of IP popularity and fan base.

**Emotional connection:** IP is often built around stories and characters, and has strong emotional expression ability. Through the association with specific IP, brand can easily establish emotional connection with consumers and improve brand loyalty.

**Differentiated competition:** In the market with increasingly fierce homogenized competition, the combination of brand trademark and unique IP can effectively distinguish the brand from its competitors and form a unique market advantage.

**Enhance the realization ability of the brand:** In the cultural tourism IP brand, a good trademark name can link the minds of users, such as the "Colorful Yunnan" trademark of Yunnan, which summarizes the impression of tourists on Yunnan. For example, "Tianya

Haijiao" in Hainan is also a romantic fantasy of tourists to Hainan. These high-quality trademarks can increase the goodwill and trust of tourists, and at the same time, the products of these trademarks will be preferred. In the cultural and tourism market, tourists are actually the consumers of the dominant trademark.

### The concept of copyright

Copyright, as a form of intellectual property, gives the creators legal rights to their original works. In cultural and tourism brands, cartoon IP images usually involve a wide range of copyright elements, including but not limited to visual art works, literary works, character design, story background, etc. Copyright protection ensures that the creators have exclusive rights to use, copy, distribute, exhibit and perform the cartoon images they create.



**Picture 2:** The trademark and ip image copyright of Guilin Ip brand "JTX"  
**Source:** Author Design

### Concept of cartoon IP image

Cartoon IP image, namely the intellectual property image of cartoon shape (IP is the abbreviation of Intellectual Property), applied in the tourism industry mainly refers to the formation of a unique and attractive brand image through innovation, protection and commercialization of cultural and tourism resources. Cartoon IP design of cultural and tourism brand is based on specific cultural and tourism resources, using innovative design means and technologies to create a unique and attractive cartoon brand image, so as to enhance the brand awareness and influence (Morgan, Pritchard & Piggott, 2003). In this process, designers need to dig deep into the characteristics of local culture, use of modern design concepts and technologies, and integrate these cultural characteristics into the design of the brand image, so as to form a unique brand cartoon IP image.

## **Aesthetic characteristics and development trend of modern brand IP**

The aesthetic characteristics of modern brand IP are not only related to the shaping of the brand image, but also directly affect the emotional resonance and brand loyalty of the target audience. With the development of The Times, these aesthetic characteristics show the following significant trends:

1. Personalization and differentiation: At a time when consumers are increasingly pursuing individualization and differentiation, brand IP highlights personalized characteristics through unique design style, characters, stories and other elements, so as to meet the personalized needs of the target audience.
2. Cross-cultural integration: The wave of globalization promotes brand IP to continuously absorb multi-cultural elements aesthetics and form the aesthetic characteristics of cross-cultural integration. This integration is not only reflected in the visual style, but also covers the story background, character setting and other aspects, making the brand IP more globally attractive.
3. Emotional resonance: The success of brand IP largely depends on the emotional connection with consumers. Therefore, modern brand IP emphasizes emotional expression aesthetically, and stimulates the emotional resonance of consumers by means of stories and characters.
4. Interactivity and Participation: With the development of Internet technology, brand IP aesthetic pays more and more attention to interactivity and participation. Through online social platforms, interactive games and other ways, enhance consumers sense of participation and interactive experience, so as to enhance the attractiveness of brand IP.

## **Cultural value elements of cartoon IP image design**

The design of cartoon IP images requires deep exploration and integration of local cultural elements, including appearance, story, and character. These design elements not only need to attract the target audience, but also need to accurately convey cultural values. The association of innovation and cultural values in the design process is the key to ensure the communication effect.

## **Strategies of IP cultural value dissemination**

Effective cultural value communication strategies should combine story marketing, interactive experience and multi-channel communication. Story marketing attracts tourists through fascinating story telling, interactive experience enhances the cultural experience of tourists through the sense of participation and experience, and multi-channel communication expands the scope of communication through the integration of online and offline resources.

## **Case analysis of IP "Tang Niu" of Xian, China**

How Xian, a city that has witnessed the glory of ancient Chinese civilization, has created new commercial value with the help of cultural heritage in modern society has become an important issue in the cultural tourism industry. Among them, as the IP image of Xian cultural tourism city, it not only represents the historical charm of the ancient city, but also carries the infinite possibilities of modern cultural tourism industry. So, how to make "Tang

Niu" become an important carrier of Xian cultural tourism brand through IP design and management strategy?



**Picture 3:** Tang Niu's IP image

**Source:** The image is sourced from Baidu

Background information:

"Tang Niu" is an IP image created by Xian city to promote the local cultural tourism brand. It integrates the clothing characteristics of women in the Tang Dynasty and modern cute design elements, aiming to attract the attention of the younger generation and promote the sales of cultural tourism products. As a representative of Xi an cultural tourism, "Tang Niu" should not only convey the history and culture of Xi an, but also show the modern charm and innovative spirit of the city.

Application of IP design management strategy:

1. Precise positioning and characteristic shaping

"Tang Niu" is positioned as a young and fashionable cultural communication media. It combines the rich historical and cultural resources and modern design concepts of Xian, aiming to create a city cultural tourism image with both classical charm and modern sense.

2. Diversified product development

Using the IP image of "Tang Niu", Xian has developed a series of cultural and creative products, such as animation, hand-printing, stationery, clothing and so on. These products not only enrich the tourism experience of tourists, but also provide a new growth point for the sales of cultural and tourism products.

3. Cross-border cooperation and market expansion

"Tang Niu" has carried out extensive cross-border cooperation in different fields, such as combining with food, home furnishing, technology and other industries, expanding the market boundary of IP and enhancing the penetration of the market.



#### 4. Story-about marketing

By constructing the story background and character setting of "Tang Niu", the emotional connection between consumers and IP is enhanced. Story-based marketing strategy makes "Tang Niu" more vivid, interesting, easy to accept and spread.

#### 5. Digital media and social networking

Xian makes use of digital media platforms, such as Weibo and TikTok, to release content related to "Tang Niu", and quickly enhanced the popularity and influence of "Tang Niu" through the communication power of social networks.

#### IP Image design analysis:

##### 1. Inspired and conception of IP image design

The image design of "Tang Niu" is inspired by the female image of the Tang Dynasty. As a period of open, inclusive and cultural prosperity in Chinese history, its female image is often shown in a healthy, confident and independent manner in its artistic works, which coincides with the concept of modern womens pursuit of individuality and self-value."Tang Niu" borrowed from the clothing characteristics of this period, such as wide sleeves, gorgeous skirt, and unique headdress, integrating the simple lines of modern design and bright colors, to create a classical and fashionable image.

##### 2. The connotation of the design concept

The design of "Tang Niu" not only stays on the appearance, but also pays more attention to the transmission of cultural connotation. The designer skillfully integrates the urban elements of Xian, such as the city wall, the Big Wild Goose Pagoda and other landmark buildings, as well as the cultural symbols of the Tang Dynasty, such as music and dance, poetry and books, into the image and story of "Tang Niu". Through such a design, "Tang Niu" has not only become a character full of a sense of story, but also become a collection symbol of Xian culture.

#### The integration of innovation and inheritance

In the design of "Tang Niu", the integration of innovation and inheritance is vividly reflected. On the basis of maintaining the original charm of the Tang Dynasty cultural elements, the designer introduces modern popular elements and the cute design that young people love, so that "Tang girl" has both classical beauty and solemn, and no lack of modern and lively, successfully attracted the attention of the young generation. This design not only reborn the traditional culture, but also opens a new way for the spread of traditional culture.

As the representative of Xian cultural tourism city IP, the success of the image design of "Tang Niu" lies in the deep excavation of the essence of local culture, the perfect integration of tradition and modernity, culture and market, and creating a unique brand personality and cultural value. In the future development, "Tang Niu" is not only the name card of Xian cultural tourism, but also a model of combining Chinese traditional culture and modern creative design.

## IP realization of cultural and tourism brand

In todays tourism market, cultural tourism (cultural tourism) brand IP has become an important means to attract tourists and enhance the economic value of the region. Cultural tourism IP is not just an image or symbol, it integrates local culture, history and stories, and creates a series of recognizable products and services through brand visualization. How to realize these cultural tourism IP and realize their value is the core issue of the current cultural tourism industry.

## **Realization way of cultural travel IP**

### **1. Cultural and creative product development:**

Cultural and tourism IP is integrated into various cultural and creative products, such as souvenirs, stationery, clothing, household products, etc., to realize the direct realization of IP through consumers purchase of these products. These products not only meet the shopping needs of tourists, but also can convey the regional culture and increase the exposure rate of cultural tourism IP.

The development of IP cultural and creative derivatives can not only expand the revenue source of the brand, but also be an important means to increase user stickiness and enhance the brand image. The derivatives of cultural and tourism brand IP should be creative and practical to meet the diversified needs of consumers.

Development strategy for cultural and creative products:

Product innovation: According to the characteristics and cultural connotation of IP, develop derivative products with unique design, such as handicrafts, clothing, souvenirs, etc.

Quality control: to ensure the quality and design level of derivatives, consistent with the IP image and brand positioning, and increase the market competitiveness of products.

Channel expansion: Through various sales channels such as e-commerce platforms, offline stores, tourist attractions and so on, increase the sales channels and market coverage of derivatives.

Market feedback: collect consumer feedback information, timely adjust the product design and promotion strategy, to meet the dynamic changes of the market.

2. Theme tourism projects: Use cultural tourism IP to create theme tourism projects, such as theme parks, theme hotels, experiential scenic spots, etc. By providing unique experiences related to IP, to meet the needs of tourists for in-depth cultural experience.

3. Authorization cooperation: Cooperate with other brands or companies to enable them to use cultural travel IP to develop related products or services through authorization. This will not only get licensing fees, but also expand the market influence of IP.

Key strategies for IP authorization realization:

Precise positioning of the target market and audience: Before the IP authorization, the target market and the target audience must be accurately positioned. Understanding the audiences preferences, consumption habits and cultural background helps to choose the right authorized objects and develop products that meet the market demand.

Select the appropriate authorization mode: IP authorization modes are diverse, including but not limited to product authorization, image authorization, content authorization, etc. According to the IP characteristics and the market demand, choosing the most suitable authorization mode is the key to realize the effective realization.

Establish a strict quality control mechanism: in order to ensure the quality of authorized products or services, IP owners need to establish a strict quality control mechanism to ensure that the products or services provided by the licensor meet the core value and image of the original IP.

Reasonable setting of authorization fee: the setting of authorization fee should comprehensively consider factors such as market competition, audience willingness to pay, popularity and influence of IP. Too high or too low the authorization fee may affect the signing and execution of the authorization agreement.

Strengthen copyright protection and supervision: strengthen copyright protection measures to prevent unauthorized use and infringement, and protect the uniqueness and value of IP. At the same time, strengthen the supervision of the authorized parties to ensure that they legally use IP within the scope of authorization.



**Picture 4:** Guilin cultural brigade IP armor tianxia JTX cultural and creative product development

**Source:** Author Design

4. Digital content development: Develop digital content related to cultural travel IP, such as games, animation, network drama, etc. Make use of the wide spread of digital media, improve the popularity and influence of cultural travel IP, through advertising, subscription, paid download and other ways to realize.

5. Activities and exhibitions: Hold various activities and exhibitions related to cultural and tourism IP, and make profits through tickets, sponsorship and sales of peripheral products.

### Strategies to realize the IP value of cultural tourism

Create a unique IP image: to create a distinctive and easy to remember IP image by deeply exploring the local cultural characteristics. This image needs to have the characteristics of high recognition, easy to spread and profound cultural connotation.

Deep integration of local culture: Cultural tourism IP should not only be attractive, but also deeply reflect local culture. This can be combined with local historical figures, legends, natural landscape and other elements to create IP images full of story and cultural depth.

Continuous brand building: After the launch of cultural tourism IP, it is necessary to strengthen brand building and enhance awareness through continuous marketing activities and media cooperation. A good brand image helps to enhance consumers awareness and loyalty, and lays a foundation for IP realization.

**Innovative product and experience development:** Develop novel products and services, and combine cultural and tourism IP with the interactive experience of tourists. For example, interactive games and VR experiences with IP as the protagonist can be developed to provide a unique cultural experience for tourists.

**Build a comprehensive marketing network:** build a comprehensive marketing network through online and offline channels, and continuously expand the audience range of cultural and tourism IP. Social media and e-commerce platforms can be used online, and be promoted offline through tourist attractions and cultural activities.

**Cross-border cooperation and diversified development:** Cultural tourism IP can conduct cross-border cooperation with other fields of film, music, art, education and other fields to open up new markets and consumer groups. Diversified development helps to enhance the comprehensive value and market competitiveness of cultural and tourism IP.

## Conclusion

In today's globalization and information technology, cultural and tourism brand IP (Intellectual Property, intellectual property) design has become an important strategy for the integrated development of culture and tourism industry. Cultural and tourism brand IP can not only enhance the cultural influence of the region, but also effectively promote the development of tourism and related industries. This paper summarizes the literature review of the IP design of domestic and foreign cultural tourism brands, explores the systematic IP construction path of cultural tourism, but also analyzes the successful cases, and discusses the current challenges and future development trends.

In the IP design, the bears neutral expression is silly to eliminate the defense of strangers. The first successful characteristic of Kumamoto bear is its neutral expression. The neutral expression will give people a cute feeling. If you look at their eyes and mouth patterns, you'll see that the bears themselves don't carry much information. Their images can be mixed in different scenes and emotions, which is the malleability of their image design.

Our ordinary mascot does not have such a lovely quality, the domestic designers usually think about the design from what it represents, rather than how it will be liked to design. So we must make it a symbol of wit, courage, lively, vigorous, but people generally do not like this all the advantages of the spirit because they are smarter than themselves, have a sense of distance, not kind, but more like the fruit of the stupid.



**Picture 5:** People prefer to prefer neutral and cute images

**Source:** The image is sourced from Baidu

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